



Prospectus

**Marina and Overnight Accommodations, Campground,
Food and Beverage, and Associated Retail Sales within**

Fire Island National Seashore

Suffolk County, Long Island, New York

Date Issued: November 5, 2003

**Pre-Proposal Site Visit: December 8, 2003
(Rain Date: Dec. 9, 2003)**

Proposals and Any Modifications
Must Be Received by the National Park Service
No Later Than

4:00 p.m. on January 5, 2004

U.S. DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE
FIRE ISLAND NATIONAL SEASHORE
120 Laurel Street
Patchogue, NY 11772
ATTN: Jean Blakeslee,
Concession Management Specialist

Telephone 631-289-4810





Prospectus

**Marina and Overnight Accommodations, Campground,
Food and Beverage, and Associated Retail Sales within**

Fire Island National Seashore

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Requests for a complete bound copy of this prospectus must be made by writing to Jean Blakeslee, Concession Management Specialist, Fire Island National Seashore, 120 Laurel St., Patchogue, NY 11772. The cost for each prospectus is \$50.00 to cover printing, shipping and handling. Checks should be made payable to the National Park Service. A Tax Identification Number (TIN) or Social Security Number must be provided on all checks.

SECTION 4: PROPOSAL PACKAGE

Proposal Package

OMB Control No. 1024-0125

**Department Of Interior
National Park Service
Fire Island National Seashore**

**Proposal to Manage, Develop and Operate Island Visitor Accommodations
Within Fire Island National Seashore**

Date:

DUE DATE: All applications and any modifications of them must be received at
the following address:

National Park Service
Fire Island National Seashore
120 Laurel Street
Patchogue, New York 11772
ATTN: David Spirtes
Superintendent

Telephone, (631) 289-4810

**No Later Than:
By Close Of Business**

PROPOSAL FOR CONCESSION OPERATION

To: Mr. David Spirtes
Superintendent
Fire Island National Seashore
120 Laurel Street
Patchogue, New York 11772

Dear Mr. Spirtes:

(I) (We) hereby offer to provide visitor services and facilities at Fire Island National Seashore in accordance with the terms and conditions specified in the draft new Concession Contract No. CC-FIIS007-04, provided in the prospectus issued by the public notice in Fedbizopps.gov dated _____, and to execute the draft new Concession Contract without substantive modification (except as may be required by the National Park Service pursuant to the terms of the prospectus).

(I) (We) are enclosing the required "PROPOSAL" which, by this reference, is made a part hereof. (I) (We) certify that the information furnished herewith is true to the best of (my) (our) knowledge and belief. (I) (We) agree to meet all the requirements of the draft new concession contract, and the prospectus, and that (I) (We) have provided all of the mandatory information specified in the prospectus.

(I) (We) certify in accordance with 43 CFR Part 12 regarding debarment, suspension, ineligibility and voluntary exclusion the following:

- Any of the individuals or entities seeking participation in this Concession Contract are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from a public transaction by a federal department or agency.
- Within the three years preceding submission of the Proposal, none of the individuals or entities seeking participation in this Concession Contract have been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state or local) transaction or contract under a public transaction, or for violation of federal or state antitrust statutes or for commission of embezzlement, theft,

forgery, bribery, falsification of records, making false statements, or receiving stolen property.

- None of the individuals or entities seeking participation in this Concession Contract are presently indicted for or otherwise criminally or civilly charged by a federal, state or local unit of the government with commission of any of the offenses.
- The individuals or entities seeking participation in this Concession Contract have not had one or more public transactions (federal, state or local) terminated for cause or default within the three-year period preceding the submission of the Proposal.

(I) (We), by submitting this Proposal hereby agree, if selected for award of the new concession contract:

1. to the special attention requirements of the prospectus as identified in Part A of this proposal package.
2. to complete the execution of the final Concession Contract within thirty working days after it is presented by the National Park Service.
3. to commence operations under the new concession contract on the effective date of the new concession contract.
4. to operate under the current, Service approved rates to visitors until such time as the Service may approve amended rates.
5. to provide the entity that is to be the Concessioner under the draft concession contract with the funding, management and other resources described in our proposal.
6. to purchase personal property, if any, of the existing concessioner in accordance with the terms of the existing contract.

BY _____ DATE _____
(Type or Print Name)

ORIGINAL
SIGNATURE _____

TITLE _____

ADDRESS

CERTIFICATE OF CORPORATE OFFEROR)
(Offerors who are not corporations should skip this certificate)

I, _____, certify that I am the _____ of the corporation named as Offeror herein; that _____, who signed this proposal on behalf of the Offeror, was then _____ of said corporation; that said proposal was duly signed for and in behalf of the corporation by authority of its governing body within the scope of its corporate powers.

BY: _____ DATE _____
(Type or print name and date)

Original Signature

TITLE _____

ADDRESS _____

PART A

Special attention requirements for the new concession contract are identified in this Part A of the proposal package. If the offeror, in its proposal letter, does not agree to these requirements, the proposal will be considered non-responsive.

from: PRINCIPAL SELECTION FACTOR 1. THE RESPONSIVENESS OF THE PROPOSAL TO THE OBJECTIVES, AS DESCRIBED IN THE PROSPECTUS, OF PROTECTING, CONSERVING, AND PRESERVING RESOURCES OF THE PARK AREA.

(I) (We) agree to comply with all terms and conditions in the contract, including compliance with all applicable laws, including, without limitation, environmental protection and conservation laws, under the terms and conditions specified in the Concession Contract.

from: PRINCIPAL SELECTION FACTOR 2. THE RESPONSIVENESS OF THE PROPOSAL TO THE OBJECTIVES, AS DESCRIBED IN THE PROSPECTUS, OF PROVIDING NECESSARY AND APPROPRIATE VISITOR SERVICES AT REASONABLE RATES.

(I) (We) agree to comply with all the terms and conditions specified in the Concession Contract, including its exhibits.

(I) (We) agree to operate at the currently approved rates during the term of the Concession Contract unless a new rate schedule is approved by the Secretary.

(I) (We) agree to accept the Concession Facilities, and any assigned government personal property “as is” as required by the draft Concession Contract, Section 8(f).

(I)(We) agree to carry out the required Concession Facilities Improvement Program according to the terms of the draft Concession Contract, including the time frames established by the Secretary.

(I) (We) accept without condition the proposed Maintenance Plan included as Exhibit H of the draft Concession Contract.

(I) (We) accept without condition the Operating Plan included as Exhibit B of the draft Concession Contract.

(I) (We) agree to implement an equal opportunity program and comply with the terms of the Equal Opportunity and handicapped access requirements of the draft Concession Contract.

(I) (We) agree to develop and implement an effective health and safety program (Risk Management Program), according to the requirements of the draft Concession Contract for such programs.

(I) (We) agree to meet the public liability and property insurance requirements of the draft Concession Contract and agree to provide property and liability insurance of at least the types and levels of coverage described in the draft Concession Contract.

from: PRINCIPAL SELECTION FACTOR 5. THE AMOUNT OF THE PROPOSED MINIMUM FRANCHISE FEE, IF ANY, AND/OR OTHER FORMS OF FINANCIAL CONSIDERATION TO THE DIRECTOR.

(I) (We) agree to the minimum Franchise Fee of 1.5% of annual gross receipts, and agree to pay any higher franchise fee offered in our proposal that may be accepted by the National Park Service.

PART B

Offerors must agree, in their proposal letter, to the requirements identified in Part A of this proposal package, and must provide the information required by the following Part B subfactors to be considered responsive.

PRINCIPAL SELECTION FACTORS

PRINCIPAL SELECTION FACTOR 1. THE RESPONSIVENESS OF THE PROPOSAL TO THE OBJECTIVES, AS DESCRIBED IN THE PROSPECTUS, OF PROTECTING, CONSERVING, AND PRESERVING RESOURCES OF THE PARK AREA.

Subfactor B1(a)

1. Describe your plan to minimize adverse impact to the natural resources of the Island and its waters that may arise from your operations, including customers. Include grease disposal, hazardous materials, spills, fuel leakage, sewage leaks, etc.

Subfactor B1(b).

1. Identify your environmental program manager and provide a brief description of his/her qualifications and experience in managing an environmental program. If the environmental program manager has not yet been selected, describe the training and experience factors you will weigh when selecting the individual to fill this position.

Subfactor B1(c) The reduction of pollution and the use of toxic products in the park, within the constraints of U.S. Public Health Service codes, is an objective of the National Park Service. One method for doing so is the use of environmentally preferable cleaning products for custodial, housekeeping and fleet operations. Primary products utilized for these purposes are naturally derived from renewable resources. Products that are toxic, skin irritants, flammable, corrosive, non-biodegradable, or that contain high VOC levels, petroleum and hydrocarbons, ozone-depleting, chlorinated compounds or artificial dyes and fragrances should be avoided.

Please describe, in narrative form, your specific plans for reducing or eliminating the use of toxic products.

1. Identify where you will use environmentally-preferable cleaning products.
2. How do you intend to identify products that meet the above criteria? What documentation will you require of the supplier?

3. Who, on your staff, will be responsible for monitoring this program? What are their qualifications to do so?

Subfactor B1(d)

After inspecting the structure of the marinas and their bulkheads, what is your plan to stabilize, maintain or improve the structural integrity of the marinas so as to optimize their life span?

PRINCIPAL SELECTION FACTOR 2. THE RESPONSIVENESS OF THE PROPOSAL TO THE OBJECTIVES, AS DESCRIBED IN THE PROSPECTUS, OF PROVIDING NECESSARY AND APPROPRIATE VISITOR SERVICES AT REASONABLE RATES.

Subfactor B2(a) Provide your operational plans for each of the required services¹. Evaluations of your proposal will be limited to required services. For example, identify your proposed core menu items at each food service outlet.

Subfactor B2(b) Please provide the following information regarding your intention to implement the Concessions Facilities Improvement Program as required in the draft concession contract, Section 9(d) and detailed on page 16 of Exhibit B, the Operating Plan. The required completion dates, as accepted in the best offer, will be entered in the now blank spaces of Exhibit B.

Include your cost estimates as well as the other requested information for the following:

1. Submit a plan with a schedule for stabilizing and rehabilitating the Watch Hill marina.
2. Submit a plan and schedule to rehabilitate the Watch Hill full service restaurant. Include a graphic of a redesign of the kitchen and dining room, if appropriate.
3. Submit a plan to redevelop lodging at Barrett Beach/Talisman. Include scheduling. If you plan reconstruction, the new building should not significantly exceed the existing footprint of the facility and the current height.

¹ Required services are listed in Section 3(a) of the Contract and discussed in Exhibit B

4. Submit a plan and cost estimate of tenant finishes and equipment for the snack bar at Barrett Beach/Talisman. Itemize the equipment package with cost estimate for each major piece. Provide a graphic to indicate locations of equipment.

Although the condition assessments and estimates of rehabilitations are good faith efforts of Fire Island National Seashore staff, you are responsible for your own condition assessments and cost estimates. Your submittals and pledges of capital investments in response to this selection factor will become contractual requirements if your proposal is accepted.

Subfactor B2(c) The Offeror must accept the proposed maintenance plan without condition. The draft contract requires the new concessioner to maintain the facilities and assigned lands to the satisfaction of the Director and in accordance with the maintenance plan attached to the draft contract. If you could make changes to the Maintenance Plan that would improve services to the visitors with respect to maintenance, please describe any additions or changes that you would propose to make. You can propose changes without compromising your agreement in PartA2 of this proposal.

Subfactor B2(d) If you could make changes to the Operating Plan that would improve services to the visitors with respect to operations, please describe any additions or changes that you would propose to make. You can propose changes without compromising your agreement in PartA2 of this proposal.

Subfactor B2(e) Submit a draft Risk Management Plan to address the elements of an effective health and safety program (Risk Management Program), according to the requirements of the draft contract for such a program. This plan must address the following:

- a. Management's Policy Statement, Duties, Employees' Responsibilities, and Administration
- b. Inspection and Abatement
- c. Accident Investigation and Reporting
- d. Safety/Health Committee
- e. Training
- f. Emergency Procedures

PRINCIPAL SELECTION FACTOR 3. THE EXPERIENCE AND RELATED BACKGROUND OF THE OFFEROR, INCLUDING THE PAST PERFORMANCE AND EXPERTISE OF THE OFFEROR IN PROVIDING THE SAME OR SIMILAR VISITOR SERVICES AS THOSE TO BE PROVIDED UNDER THE CONCESSION CONTRACT.

Subfactor B3(a). Describe the entity with which the National Park Service will contract. Clearly define the Offeror's relationship to any superior and/or subordinate entities.

Using the format and instructions on the next two pages identify the Offeror and each business organization, operator and any parties involved in management of the proposed concession operation. Add information necessary to make the relationships clear.

The following three elements give an overview of the information requested in this section.

1. Identify the "Offeror" formally. Has this business organization been in existence for some time, is it new, or do you propose to establish it?
2. Explain the financial circumstances, legal form, formal structure and ownership of the primary business organization that would provide the services if your proposal is chosen. Identify any related, subordinate or superior business organizations and any other organizations, contractors, or subcontractors that will have a substantial role in managing, directing, operating, or otherwise carrying out the services to be provided. If the business organization is to be created, what guarantees will be provided by the entity submitting the proposal?
3. Identify any layers of related, subordinate or superior entities, significant contractors/subcontractors, or other organizations or individuals that will act in concert to provide the services required. Describe each of them and their relationships.

BUSINESS ORGANIZATION IDENTIFICATION FORM

Complete this form for your primary business organization, and each related, subordinate and superior business organization, or any other organization, business organization, contractor or subcontractor identified under Items 1 through 4 stated above.

A. **Name:** _____

B. **Present Address:** _____

C. **Contact Person:** _____

D. **Present Telephone:** _____

E. **FAX Number:** _____

E-Mail Address: _____

F. **Form of business:** Corporation ____ Partnership ____ Individual ____
Other
(Sole Proprietor) (Explain)

G. **Describe the expected role of each in providing this concession service:**
(parent, subsidiary, sub-contractor)

H. **Ownership:**

Names and Addresses of Owners (Corp: Show Controlling Interest; Close Corp: Show All)	Number and Type of Shares or Percentage of Ownership	Total Current Value of Investment
TOTAL OF ALL OWNERS		
TOTAL SHARES OUTSTANDING		

I. **If a corporation, list the names, addresses, and titles of corporate officers and the names and affiliations of the members of the Board of Directors:**

Name	Address	Title

J. The following attachments must be provided as applicable for each subject of the form:

1. For offerors and concessioners who are corporations:

- Articles of Incorporation
- Bylaws
- Certificate from the state of incorporation indicating that the corporation is in "good standing."

2. For offerors and concessioners who are partnerships:

- Partnership agreements or joint venture agreements.

3. If the entity that is to be the concessioner is not formally in existence as of the time of submission of the proposal, demonstrate that the individual(s) or organization(s) that intend to establish the entity that will become the concessioner have the ability and are legally obliged to cause the entity to be a qualified person as defined in 36 CFR §51.3.

Subfactor B3(b): Demonstrate the Offeror's competence to manage and operate the specific types of business activities required in this prospectus and, demonstrate the Offeror's experience and ability to accomplish facility rehabilitation and development as required by this contract. Answer the following required questions:

1. Give specific examples of business operations and development undertaken by the Offeror that demonstrate this type of experience.
2. Using the format shown on the following page, and adding to it as necessary, provide detailed resumes for all key personnel who will be actively involved in the management of this business. Identify the specific position the individual is to be assigned and describe that person's qualifications. Use the following guidelines to help you:

Be sure to include the following where applicable:

- sole proprietor
- current and proposed partners
- key management employees, including the proposed on-site management
- owners of corporations
- operating officers who will be actively involved in the management of this business.

Identify the specific role for each individual and describe that person's qualifications to fulfill that role.

When discussing experience, be specific about

- projects, briefly describe
- size of operation
- dates
- area of operation
- specific duties
- number of people supervised
- other factors that would be helpful to reviewers.

Include

- training
- education
- training, special qualifications, ratings, or licenses needed in some special occupations.

**INDIVIDUAL EXPERIENCE AND RELATED BACKGROUND OF
CORPORATE MANAGEMENT STRUCTURE**

To be used in answering Required Subfactor B3(b)

Note to Offeror:

**Complete for each person who will have any role in the management of this
business.**

- A. Individual's Name
- B. Name of Current Employer
- C. Address
- D. (Area Code +) Telephone Number
 Fax Number
 E-Mail Address
- E. Nature of Business
- F. Exact Title of Position (indicate if self-employed)
- G. Dates of Employment (from--to)
- H. Number of People Supervised
- I. Description of Duties and Responsibilities
- J. Education, Degrees, and Special Skills
- K. Role in Proposed Business
 - 1. Qualifications for That Role
 - 2. Estimated Hours per Week

Support for Subfactor B3(b).

1. Provide an on-site organizational chart showing the principal lines of authority between departments or functional areas and managers.

Include all key managerial and on-site managerial positions (planning, finance, administration, operations, maintenance, etc.) Provide names and resumes of individuals, background experience, and duties for all on-site managerial positions associated with administering the proposed Concession Contract. If the individuals are not known, identify positions and duties to be performed.

2. Describe the decision-making authority to be delegated to the on-site manager(s). Who will be the management decision-maker? With whom will the National Park Service deal regarding day-to-day operations and issues? If you can name the person or people to hold such positions, please do.

3. Indicate the number of employees in each department and provide summary descriptions of basic functions where those are not obvious by title. In addition, provide a description of any training programs to be used through out-sourcing to ensure core competency, and provide opportunities for advancement of employees.

4. Provide proposed wage levels and estimated hours per week for each position or group of positions.

5. What standards or procedures will you apply to the pre-screening, training, termination and hiring of personnel? (Applications, drug testing, law enforcement clearances, reference checks, and interviews requirements, etc.)

6. Describe how you intend to initiate and carry out a drug-free environment in your work force.

7. How will you achieve a constant standard level of knowledge among the staff about the park and its rules, regulations, special programs, as well as a consistent friendly and positive attitude? How would you go about setting standards and training to achieve those standards?

8. List the important aspects of managing operations such as those applied for by the prospectus, and clearly show how you would deal with them.

Subfactor B3(c). The Offeror gives information regarding any past business events.

Answer each of the following fully. The National Park Service will take into consideration circumstances surrounding any past events.

1. Has the Offeror ever defaulted from or been terminated from a management or concession contract, or been forbidden from contracting by a public agency or private company? Have any of the proposed managers of the offeror's organization ever served as a principal in another organization that has so defaulted from or been terminated. If YES to either question, provide full details of the circumstances.

YES ____ NO ____

2. Describe any filings for bankruptcy, fines or penalties levied by government agencies, including but limited to any and all legal proceedings against the Offeror, that are related to your past performance in providing facilities and services similar to those described in the prospectus. Include the date of those occurrences and all related information.

3. Construction of all kinds should harmoniously integrate with the local environment. Architectural style, design elements, and construction materials should reflect the natural and cultural history of the Area. Additionally, NATIONAL PARK SERVICE is committed to the concepts of sustainable design, as defined by the American Institute of Architects. Please provide a description of your knowledge and experience of, and commitment to, sustainable design.

Subfactor B3(d) Record of Performance

To the best of your ability, submit documentation of your past performance. Submit copies of awards, achievements, travel service guide ratings, newspaper reviews, sanitation inspections, franchisor inspections, and any official letters of recognition. Current and past concessioners, in lieu of franchisor inspections, should submit two years of the latest available, National Park Service annual summary evaluations of their performance.

Subfactor B3(e) Experience

Have you operated a similar business? Where? Describe? How long?

What were the beginning and latest gross revenue for the business?

Did you expand to multiple units?

If you have restaurant experience, what were the same store sales figures for each of the last three years of operation? Identify the years.

Review the Maintenance Plan, (Exhibit H of the draft contract) and describe similar successful experience of your organization that provides an indication of successful performance under such a plan.

Review Exhibit F of the draft contract and identify experience that is similar to those requirements.

Describe your involvement in construction/development projects, and the size of the investment.

PRINCIPAL SELECTION FACTOR 4. THE OFFEROR'S FINANCIAL CAPABILITY

Subfactor B4(a). The offeror demonstrates a realistic estimate of acquisition, start-up, and operating costs of this business.

1. Summarize the offeror's acquisition costs for the proposed business as outlined. Note the definitions of kinds of property that follows.

Tangible Property \$

Real Property (outside of the Park) \$

a. Initial construction or rehabilitation costs

Contractual Building Program \$

Rehabilitation Cost \$

Initial Replacement \$

Other: _____ \$

Personal Property

a. Furniture, Fixtures and Equipment

Acquisition \$

New Items \$

b. Merchandise and Supplies

Acquisition \$

New Inventory \$

c. Transportation Vehicles

Acquisition \$

New Items \$

Intangible Property

a. Organization Cost \$

Goodwill \$

Other: _____ \$

Other Working Capital \$

Other (Specify) _____ \$

TOTAL FUNDS NEEDED \$

Tangible Property -	Physical property of a relatively permanent character used in the normal conduct of a business. Examples of tangible property are buildings, equipment, machines, and tools. Such tangible property is depreciated rather than expensed.
Real Property -	Tangible property permanently affixed to land or other real property. Real Property includes structures, facilities and appurtenances such as loading docks, heating and air conditioning systems, and walks and drives.
Personal Property -	Tangible property associated with the operation of the business that is not affixed permanently to the realty. Examples of personal property include all furniture and fixtures that are movable, transportation vehicles and many others.
Intangible Property -	A long-term property item not having physical characteristics. Intangible property derives its value by affording special rights or advantages expected to contribute to the earnings of a business. Examples of intangible property include patents, copyrights, trademarks, organization cost and goodwill. Intangible assets are amortized, rather than depreciated.
Working Capital -	The excess of current assets over current liabilities. Current assets consist of cash, marketable securities, short-term receivables, inventories and prepaid expenses. Current liabilities include all debt that is considered payable within the accounting year.

Subfactor B4(b). The offeror demonstrates that needed funding (equity and/or borrowed) is available.

The "needed funding" is the total acquisition cost for the business, amount listed as "TOTAL FUNDS NEEDED" from Subfactor B4(a).

1. Provide the following information appropriate for your current entity.

a. For offerors who are corporations or partnerships; provide

- the latest financial statement for your business and its parent company (if any),
- the notes to the statements,

- any Security Exchange Commission filings,
- similar explanatory material
- related audit report.

b. For sole proprietors, unconventional lenders or proposed individual investors: provide personal financial statements.

2. Attach your current credit report.

3. Identify the source(s) of all needed funds. Present specific and compelling evidence of your ability to obtain the necessary funds. Identify all sources and provide complete documentation. Explain fully the financial arrangements you propose to use, using the following guidelines:

a. Document each source and availability of all funds with your current audited financial statements, financing agreements, letters of commitment, or similar supporting documents.

b. If funds are to be obtained from lending institutions (banks, saving and loans, etc.) the letter of commitment must be on the lending institution's letterhead and include, as a minimum:

- The amount of the loan
- Amount of interest
- Term of the loan
- All encumbrances upon the loan.

c. If funds are to be obtained from an individual, provide the following as appropriate:

- Current personal financial statement for the lender
- Documentation of any assets to be sold
- Written commitment from the lender
- Any other assurances that make a compelling demonstration that the funds are available and committed.

d. Funds to be obtained from an existing asset must be supported. Prove in a compelling way that the asset will yield the necessary funds at the necessary time. The condition of the market for such items should indicate that you will be able to sell the asset at the necessary time and at a price sufficient to provide the funds needed. Provide the following documentation as appropriate:

- Description of the asset
- Condition of the asset
- Any encumbrances on that asset

- Qualified appraisals and other professional estimates of the value of the asset
- Proceeds of the sale of the assets.

Subfactor B4(c). The offeror demonstrates that its funding is adequate through its pro forma income statements and balance sheets, using the following guidelines:

Provide projected estimates of the revenues and expenses of the concession business in the form of annual pro forma income statements, balance sheets and statements of retained earnings for each year of the concession contract's term. These pro forma statements must be examined by an independent accounting firm or other economic and financial professionals with recognized experience in the accounting industry. A certification letter, on company letterhead, must be attached to the prospective financial statements giving some assurance as to the rationale used and comprehensive integrity of the pro forma statements.

- Use the format discussed in subfactor B4(d), which follows.
- Incorporate the annual inflation rate and estimates of real growth you anticipate .
- Attach your projections for revenue and expenses, along with your assumptions in establishing these projections.
- For the income statement and balance sheet, break down operating revenue and expenses by month for the first two years of operations.
- Show annual cash flow.
- Use the outlines given on the following pages. You may add to these outlines, but do not do less, do not reduce the captions called for, and do not change the order of items. This said, you may use your own presentation approach, using a computer, etc.
- Explain the assumptions on which your projections are based to a degree sufficient for reviewers to judge the validity of your estimates.
- More detail is preferred over less.

Only receipts and expenses related to the services required and authorized by the contract and for which approved rates are given, not other services (outside the park), are to be included in your pro forma statements.

Subfactor B4(d). Describe how your proposed financing arrangements, taken as a whole, are advantageous to the National Park Service through the term of the draft Contract, and how they are responsive to the need for a soundly financed operation with the least number of financing issues to be negotiated in the future.

FORMAT TO USE FOR PRO FORMA (PROJECTED) INCOME STATEMENT

Show your Projections Annually for the Term of the Contract
Monthly for the First Year

GROSS RECEIPTS (NET)

Admissions
Activity fees
Food
Beverage Sales (Alcoholic)
Souvenir
General Merchandise
Other:

TOTAL GROSS RECEIPTS

COST OF SALES

Food
Beverage (Alcoholic)
Souvenir
General Merchandise
Other:

TOTAL COST OF SALES

GROSS PROFIT

DIRECT EXPENSES

Direct Payroll
Payroll Taxes & Benefits
Operating Supplies
Contract Services
Utilities
Repair & Maintenance
Maintenance Reserve
Auto Expense
Other:

TOTAL DIRECT EXPENSES

ADMINISTRATIVE & GENERAL EXPENSES

Officers Salaries
Other Salaries
Payroll Taxes & Benefits

Office Supplies
Telephone
Management Fees
Overhead Expenses
Professional Fees
Advertising
Other:

TOTAL ADMINISTRATIVE AND & GENERAL EXPENSES

FIXED EXPENSES

Rental Fee(s)
Property Taxes
Insurance
Interest
Depreciation
Other:

TOTAL FIXED EXPENSES

GOVERNMENT FEES

Franchise Fee

TOTAL GOVERNMENT FEES

OTHER INCOME AND EXPENSES

Interest Income
Gain/Loss on sale of assets
Other:

INCOME BEFORE INCOME TAXES

INCOME TAXES

NET INCOME

FORMAT TO USE FOR PRO FORMA (PROJECTED) CASH FLOW
STATEMENT

Show your Projections Annually for the Term of the Contract

CASH FLOW

OPERATING ACTIVITIES

Net Income

Adjustment to reconcile net income to net cash provided by operating activities

Depreciation

Gain/Loss on fixed assets

Other:

Net cash provided by operating activities

FINANCING ACTIVITIES

Dividends

Notes Payable

Other:

Net cash used in financing activities

INVESTMENT ACTIVITIES

Purchase of fixed assets

Proceeds from sale of assets

Other:

Net cash used in investing activities

TOTAL CASH FLOW

FORMAT TO USE FOR PRO FORMA BALANCE SHEET FORMAT

Show your Projections Annually for the Term of the Contract

CURRENT ASSETS

Cash
Inventories
Other
Total

NET FIXED ASSETS

Fixed Assets
{Less} Accumulated Depreciation.
Total

OTHER ASSETS

Other Assets
Total

TOTAL ASSETS

CURRENT LIABILITIES

Accounts Payable
Current Maturities
Advance Deposits
Total

LONG-TERM LIABILITIES

TOTAL LIABILITIES

EQUITY/CAPITAL

TOTAL LIABILITIES & EQUITY

PRINCIPAL SELECTION FACTOR 5. FRANCHISE FEE AND OTHER FORMS OF FINANCIAL CONSIDERATION TO THE DIRECTOR

The offer of a higher minimum franchise fee than the minimum franchise fee stated in the prospectus is generally beneficial to NATIONAL PARK SERVICE and accordingly may result in a higher score under this selection factor. However, consideration of revenue to the United States will be subordinate to the objectives of protecting, conserving, and preserving resources of the park area and of providing necessary and appropriate visitor services to the public at reasonable rates.

The minimum franchise fee acceptable to NATIONAL PARK SERVICE is 1.5% of annual gross receipts.

Subfactor B(5)(a) State the franchise fee that you propose. (Such fee must at least equal the minimum franchise fee set forth above.) Express this fee as a percentage of annual gross receipts.

_____ percent of annual gross receipts

SECONDARY SELECTION FACTORS

SECONDARY SELECTION FACTOR 1. THE QUALITY OF THE OFFEROR'S PROPOSAL TO CONDUCT ITS OPERATIONS IN A MANNER THAT FURTHERS THE PROTECTION, CONSERVATION AND PRESERVATION OF PARK AREA AND OTHER RESOURCES THROUGH ENVIRONMENTAL MANAGEMENT PROGRAMS AND ACTIVITIES, INCLUDING, WITHOUT LIMITATION, ENERGY CONSERVATION, WASTE REDUCTION, AND RECYCLING.

Subfactor(B)(S1)(a) Describe the Best Management Practices that you will apply in your operation (including, without limitation, the provision of visitor services, construction, maintenance, and acquisition) to further the protection, conservation, and preservation of the park and other resources.

1. What steps will you take to practice water and energy conservation in daily operations, as well as in the design, construction and/or rehabilitation of facilities?
2. How will you reduce or eliminate use of hazardous materials in your park operations, i.e., petroleum-based products, paint thinners, etc.?
3. Explain how you will recycle or otherwise dispose of cooking oil and grill grease.
4. Are there ways in which you can incorporate the use of alternative fuels into your park operations? What are they?
5. What other Best Management Practices can you employ to demonstrate that your company is a responsible steward of the environment and is utilizing the best available technology to protect park resources?

Subfactor(B)(S1)(b) The reduction of solid waste is an objective of the National Park Service.

1. A large volume of disposable serving products is utilized in food service operations authorized by this contract. How would you change the current operations to eliminate or significantly reduce the use of these products?
2. Thoughtful procurement of recyclable products can greatly reduce solid waste. Being sensitive to recycling markets in the area, how could you change your product line to ensure that more products could be recycled? For example, drinks in plastic bottles cannot be recycled as easily as those in aluminum or glass.

3. What other ideas do you have for reducing solid waste generated from your operations?

Subfactor (B)(S1)(c) Describe, in narrative form, your plans for communicating an environmental leadership ethic to park visitors and your own employees, as it relates to the resources of the park and to the environment generally.



Prospectus

**Marina and Overnight Accommodations, Campground,
Food and Beverage, and Associated Retail Sales within**

Fire Island National Seashore

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- 7. Details of Cost estimates for Improvement Program**

Requests for a complete bound copy of this prospectus must be made by writing to:

Jean Blakeslee
Concession Management Specialist
Fire Island National Seashore
120 Laurel St.
Patchogue, NY 11772

The cost for each prospectus is \$50.00 to cover printing, shipping and handling.

Checks should be made payable to the National Park Service.

A Tax Identification Number (TIN) or Social Security Number must be provided on all checks.